



To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: February 10, 2023
Subject: Monthly Director's Brief

1. New Hire / Onboarding

We had about 80 applicants for our Social Media Manager position. We conducted three interviews with our HR partner, Craft HR, and came out with a terrific person for the role. Kara Addy, most recently serving as Communications Director for Highlands NC Chamber/CVB, will join our team on Feb. 27. Her extensive background in communication, PR, and marketing will be a true asset to our team.



2. Visitor Guide

Our 2023-24 Visitor Guide has been sent to the publisher and is expected to be in our hands in mid-to-late March. We reduced the print run to 60,000 after surveying remaining end of year inventory among distribution partners.

3. TCPF

We have interest from two partners for the Tourism Capital Project Fund. The Town of Sylva is interested in applying for funds for Bridge Park. See their meeting coverage [here](#) which provides brief detail on the project. The Town of Dillsboro let us know of their intent to extend a greenway through Monteith Park in Dillsboro. We will keep the board apprised of the applications when they are received and will review them after the due date of June 1, 2023.

4. VisitNC 365

JCTDA Staff will attend VisitNC's annual conference March 6-8 in Asheville. We're fortunate that the timing allows our new staff member to be in attendance. In addition to this networking opportunity, we're pitching 'What's new in 2023' to the editorial team at Meredith which creates the 2024 North Carolina Travel guide.

5. Commissioner Briefing

We had the pleasure to get in front of our three new County Commissioners this week and give a detailed overview of the work we do on behalf of the county and its residents. The information was well received, and we included a leave-behind briefing book of our strategic plan, all print materials, and our annual report along with a printed copy of our presentation.

6. 2023-2024 Planning

Our partner firms – BGRM & LHG will be in town the first week in March to begin strategizing for 2023-24 Marketing and Communication (MarCom) planning. Our Executive Committee is sitting in on the session as well. We're looking forward to it!